



CASE STUDY

Chelsea youths organised by text-message

- *“a simple system that just works for us”* - Hayley Prior, Chelsea Academy Secretary



BACKGROUND

Chelsea Football Club is one of Britain’s most successful football clubs, with a globally admired status. The West London based Premiership football club has numerous core values including grass-roots development and improving systems which can facilitate working practises.

The Chelsea Academy is a purpose-built centre in Surrey where Chelsea players of all ages can train, play matches, receive medical treatment and coaching of the highest levels. A significant administrative hub located at the centre is also responsible for the organisation of training, matches, medical treatment, internal meetings and associated clerical tasks.

CHALLENGE

A system was required to notify players and their parents about late-notice match cancellations and help internal communications in organising meetings and distributing messages to large numbers of players and staff.

SOLUTION

“An old colleague of mine who works at Reading Football Club suggested we try e-txt,” said Hayley Prior, Academy Secretary.

e-txt is a PC-based application similar in appearance to Microsoft Outlook, enabling large volumes of SMS text-messages to be sent and received in one quick operation.

“We now use e-txt to help manage our development centres for children of 6 - 8 years old. By sending text messages to parents we can tell them when to pick up and drop-off their children and advise them about game arrangements.

“We also use it to send messages to registered players between 9 and 18 years old, which amount to 200 to 250 players.

“It’s crucial for sending out notices when games have to be cancelled, or we need to arrange a meeting at short notice.

“Just before Christmas a schoolboy game against Fulham was snowed off and we were able to send a quick message out to everyone involved in the game using e-txt. It obviously saved lots of parents and children from travelling, some a significant distance.

“Sending one message to lots of people is a lot quicker than having to make a lot of phone calls to tell people about the arrangements.

“It’s been a very successful solution for us because it’s so quick and easy and to use, just like email. We’ll definitely continue to use e-txt as it’s perfect for our need: a simple system that just works for us.”

- ENDS -

Notes to editors

Dynmark International Limited is the UK’s leading mobile messaging applications developer and provider of bulk SMS text messaging and mobile data solutions.

The range of products include the award-winning e-txt™ bulk SMS text messaging application.

e-txt™(e-text) is a powerful bulk SMS text message management and distribution system which operates like familiar email applications. It allows PC users to easily send and receive large volumes SMS text messages in one simple operation, set up SMS text campaigns, publish mobile internet sites, set-up email, amongst other functionality.